How has your TNC branded itself? What are its customers supposed to think or feel when they think about the TNC? Don’t just focus on a logo.

When someone thinks about Adidas they think of sport. Even in the beginning Adolf Adi Dassler just wanted society to think of Adidas as a sport manufacturer. Now, they make many good quality products for many different kinds of sports and they are successful when doing this because it is good quality. Adidas uses famous athletes to help them advertise their product and it persuades people to buy it because they may be loyal to that certain athlete so they will buy what he/she is advertising. Therefore, when customers look at Adidas they think of sport products which are used by athletes so must be good products.

Where in the world is this TNC? Where does it operate? Where does it buy, sell, manufactured, bank? Where are the corporate headquarters?

adidas Group Headquarters, Herzogenaurach, Germany  
adidas International Finance, Amsterdam, Netherlands   
adidas International Trading, Amsterdam, Netherlands   
adidas Group Russia, Moscow, Russia

Adidas sells worldwide, so therefor it operates almost everywhere. They manufacture in developing countries such as Indonesia.

What does your TNC do/make?  
Running  
Football (soccer)  
Tennis  
Golf  
Cricket  
Basketball  
Lacrosse  
Rugby  
Gymnastics  
Skateboarding  
Baseball  
Accessories

How much did your TNC make last year (earnings)? Are there any countries that did not make as much (GDP) as your TNC?

Who is economically affected by your TNC? (consider both the local and the global communities)

Negative Economy

* Employees
* Small Corporations
* Tax Evasion
* Other countries economy crashes (mainly developing countries)

Positive Economy

* Germany’s economy goes up

Who is affected by your TNC in any other manner (i.e. social, political)? (consider both the local and the global communities)

Positive Social

* Fashion
* Better at Sports
* New equipment
* Healthier due to more sports availability

Negative Social

* Child Labor  
  (sweatshops)
* Environmentally Unfriendly

Is your TNC of benefit to most people? Why?

In my personal opinion I think it does benefit most people. The employees and workers of Adidas benefit because they are able to earn money for themselves and families. A lot of the world benefits of Adidas too. Fashion is a big thing today and Adidas produces shirts and pants and other clothes which millions of people where today. These clothes are fashionable and are easy to do sport in. Also, Adidas has made sport more common and available to daily life. This really benefits athletes because they now have more opportunity to do sports and also now have the materials needed which we didn’t have before. It keeps people healthy and fit because now more people are doing sports.

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Google Images.